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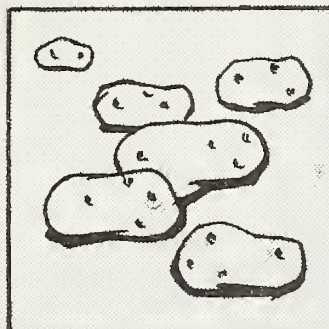
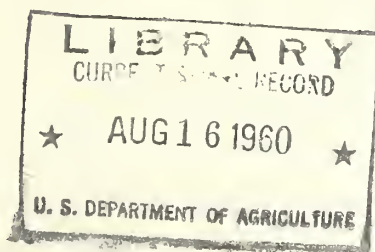
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ACREAGE-MARKETING GUIDES

AUGUST 1960



**WINTER
POTATOES**

**WINTER
VEGETABLES**



Agricultural Marketing Service AMG-16
UNITED STATES DEPARTMENT OF AGRICULTURE
Washington, D.C.

F O R E W O R D

The acreage-marketing guides program for vegetables is designed to assist growers in balancing the supply of each vegetable with market requirements. The objective of the program is to provide the best possible estimates of the acreage of particular vegetables required to produce the quantity of these vegetables necessary to satisfy the market need anticipated for the coming season.

The guides are prepared by specialists who follow the markets for the various commodities closely throughout the year and develop a record of happenings in the various markets, with explanations for unusual occurrences. On the basis of the latest and best available information, specific recommendations are developed for each commodity and a brief report is prepared explaining the reasons for each recommendation. Recognition is given to trends in recent years and for long time periods. Also, any abnormalities of preceding seasons are considered carefully. However, the recommendations are based upon the assumption that average conditions will prevail in the following season. The recommendation for each commodity is presented in terms of a percentage change from the acreage and production for preceding years, so that each individual grower can apply this percentage-change recommendation to his own operations. The recommendations are reviewed before publication by representatives of various agencies of the Department of Agriculture.

The grower is provided with the Department's recommendation and also with the latest information upon which the recommendation is based. The information is presented to the grower in sufficient time for him to consider the facts as he develops his plans for the forthcoming season. The fundamental concept behind the guide program is that, given the best information possible, the grower will make intelligent decisions for his and the industry's best interest. Compliance with the guides on the part of growers is voluntary. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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1961 Acreage Marketing Guides
Winter Vegetables and Winter Potatoes

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The action of every vegetable producer, regardless of the size of his operation, has a significant bearing upon the ultimate market for a given commodity. Therefore, each individual grower should adjust his own acreage in accordance with the individual commodity guide. For example, when it is recommended that the 1961 acreage of celery be reduced 5 percent from the acreage planted in 1960, every grower of winter season celery should reduce his plantings by 5 percent.

I. 1960 GENERAL REVIEW AND RECOMMENDATIONS FOR 1961

Winter Vegetables: The 1960 winter season was unfavorable for many vegetable producers. Periodic cold spells in the major areas resulted in delayed harvests for most commodities and severe losses of tender crops. Growers in Florida were particularly hard hit. The season started poorly with an early December freeze delaying most crops several weeks. Partial recovery had occurred by mid-January when another extended cold snap caused heavy damage to snap beans, sweet corn, cucumbers and tomatoes. Prices were high for the limited supplies available. Hardy vegetables such as celery and cabbage escaped with minor losses; season average prices were moderate.

Several frosts also occurred in south Texas but the principal effect on winter crops was to delay harvests. Growers benefitted price-wise from the extensive Florida crop losses and consequently reduced competition. Producers generally received favorable returns for cabbage and spinach. There also was a good market for an increased supply of lettuce but this mostly reflected less competition from California. A severe market glut prevailed for the large carrot crop and prices received were the lowest in many years.

There were occasional periods of cool weather in California and Arizona but, in general, crops fared well. The above average celery crop was marketed at prices well above a year earlier; less competition from Florida was a significant factor in the improved situation. Lettuce growers once again misjudged the market for lettuce. Plantings were record large and it was necessary for the industry to impose severe limitations on cuttings in order to achieve some price stability. A considerable acreage of carrots was abandoned because of poor markets.

Total planted acreage of these 16 winter vegetables in 1960 was 2 percent more than in 1959. The aggregate production was up 12 percent with cabbage, carrots and lettuce accounting for the increase. Prices for fresh winter vegetables averaged 98 percent of the 1947-49 base period compared with 92 percent in 1959. The aggregate acreage guide for the 16 winter vegetables

in 1961 is a planted acreage 6 percent less than in 1960. With normal abandonment and average yields, this acreage will result in a production 10 percent less than in 1960.

Winter Potatoes: The 1961 acreage guide is a planted acreage 5 percent more than in 1960. With normal abandonment and average yields, this acreage will result in a production 8 percent more than in 1960 but 16 percent less than in 1959. The 1960 crop was the smallest since 1952 and 22 percent less than in 1959. The reduction from 1959 resulted from smaller acreages in California and Florida and extremely low yields in Florida. Prices received by growers were materially higher than in 1959. Smaller storage stocks of potatoes contributed importantly to the improved market.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

Specific acreage recommendations for 1961 winter vegetables are as follows:

Commodity	: Percentage change in 1961 planted : acreage compared with 1960 (percent)
Snap Beans	No change
Beets	Minus 10
Broccoli	No change
Cabbage	Minus 20
Carrots	1/
Cauliflower	Plus 10
Celery	Minus 5
Corn, Sweet	Plus 50
Cucumbers	Plus 10
Escarole	Minus 5
Kale	Plus 10
Lettuce	2/
Green Peppers	Plus 5
Shallots	Minus 5
Spinach	3/
Tomatoes	Plus 50
Potatoes	Plus 5

1/ Carrots: Planted acreage 20 percent below 1960 in Texas, 15 percent less in California and equal to 1960 in Arizona.

2/ Lettuce: Planted acreage 15 percent below 1960 in California and equal to 1960 in all other states.

3/ Spinach: Planted acreage 5 percent above 1960 in Texas and equal to 1960 in all other states.

II. DEMAND FOR WINTER VEGETABLES IN 1961

While the volume and pattern of marketings will be the chief factors that influence prices received by growers for vegetables during the 1961 winter season, general economic conditions will also affect them. During the remainder of 1960 and in early 1961, consumer demand for goods and services should continue strong. Food store sales have continued to expand and further gains are likely. It is anticipated that in 1961 the demand for food, including vegetables, will be at least as strong as last year.

The flow of income payments to consumers has increased since the dip occasioned by the steel strike in the third quarter of 1959. Although consumer prices rose slightly during the period, real per capita disposable income at mid-1960 was at a record high, reflecting the strong demand for goods and services by all sectors of the economy. The major support to the economy's growth since last year came from private investment which in the first quarter of 1960 was 12 percent above January-March 1959. Gains in business investment in durable equipment and inventories more than compensated for the sluggishness in residential construction during the past year.

The easing of interest rates during the second quarter and increased volume of funds available for mortgages will tend to stimulate new starts and housing activity in the last half of 1960. Expenditures for goods and services by Federal, State and local governments have been maintained at a level somewhat above a year earlier. Consumer expenditures also have increased in response to higher income levels.

A further small increase in business outlays for new plant and equipment is indicated in coming months according to recent surveys of business investment plans. However, production rates generally below capacity, fewer new orders, and relatively large inventories point to an easy supply situation and little incentive to increase investment in coming months. Expenditures by Federal, State and local governments are likely to rise further and some pickup in residential construction is in prospect.

Although some cutback in inventories may offset gains in nonconsumption spending, a high level of economic activity and consumer income is expected to continue in the last half of 1960. Increased consumer buying of food reflects improved income levels. On balance, some further rise in total economic activity should sustain consumer income and the demand for foods in the fall and winter months.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Tractors and other farm machinery and equipment, farm trucks, repair parts, tires, and fuels should continue in plentiful supply through the 1960-61 winter season. Supplies of fertilizer materials will be adequate. The need to provide the variety of materials demanded in an industry growing in complexity may create local shortages of specialized forms of fertilizer. Ample supplies of established kinds of insecticides, fungicides and weed killers will be available. Newer materials, often developed for special purposes, may be in limited supply.

Indications are that the supply of all usual types of containers and protective wrapping materials for harvesting, transporting and marketing the 1961 vegetable crop will be adequate, barring unforeseeable interruption to production. There is ample inventory and production capacity in the container industries to meet all expected requirements.

Manpower: There are no indications that major manpower problems will develop during the 1961 season. Advance planning to meet manpower needs in close cooperation with State Employment Service offices will, in most instances, assure adequate supplies of manpower when needed. Increased emphasis will be placed on improving living and working conditions for hired farm workers. This will include higher wages in some instances, better housing, more continuity of employment, etc. Workers from foreign sources will continue to be available for seasonal farm work if needs cannot be met from domestic sources.

IV. SURPLUS REMOVAL

It is the policy of the U. S. Department of Agriculture to limit surplus removal assistance for potatoes and other vegetables to those areas where there has been substantial compliance with the Department's acreage-marketing guides. However, compliance with the guides program does not commit the Department to provide assistance for any commodity or area. By providing growers with the available marketing information, the Department attempts to aid growers in bringing supplies in balance with market requirements and avoid marketing difficulties. Before planting time, growers should take measures to evaluate carefully their potential outlets.

V. FOREIGN WINTER VEGETABLE PROSPECTS

Exports: Winter vegetable exports during the 1959-60 season (November-April) continued the upward trend of recent years. Total exports of seven major fresh vegetables totaled 2.9 million hundredweight, 5 percent above the 1958-59 season. Canada continues to be the major market for our exports.

The demand for winter vegetables in Canada is expected to continue the upward trend. In 1960, trial shipments of Texas beets and carrots were made to Holland, and Florida celery was shipped to the United Kingdom. These vegetables were well received and sold at high prices. However, ocean freight

rates were extremely high and the future volume of shipments will remain at very low levels unless it is possible to negotiate a lower ocean freight rate.

WINTER VEGETABLES: Exports from the United States by Months, 1959-60

Commodity	1959		1960				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1959-60	1958-59
	1,000 cwt.							
Lettuce	135.5	168.7	141.1	147.7	166.8	200.0	959.8	907.8
Celery	85.9	115.1	107.3	106.0	116.4	104.7	635.4	637.4
Carrots	25.0	31.4	75.9	73.4	162.2	184.5	552.4	356.6
Cabbage	13.0	47.6	103.9	94.0	133.7	133.0	525.2	411.5
Peppers	10.3	5.7	8.2	7.0	8.9	9.7	49.8	41.4
Tomatoes	77.9	19.8	12.2	17.9	6.4	11.1	145.3	371.0
Beans, green	2.6	10.2	11.2	4.6	6.2	11.9	46.7	45.9

Compiled from records of the Bureau of the Census.

Imports: There was a sharp increase in the acreage of both staked and green tomatoes on the west coast of Mexico in 1959-60. The acreage of staked tomatoes amounted to 10,000 acres compared to 5,400 acres in 1958-59 and only 500 acres in 1956-57. The acreage of green tomatoes increased from 52,000 last year to 59,000 this year. Imports of six vegetables for the winter season, November-April, totaled nearly three million hundredweight, an 8 percent increase over last year. The tonnage would have been much higher if there had not been excessive rain and flood damage during late January and early February. It is expected that the total 1960-61 acreage will be increased, with a much larger portion of the acreage in staked tomatoes. However, the volume of 1960-61 imports of vegetables from Mexico will depend to a large extent on United States market prices.

There was a slight decrease in the acreage of tomatoes and cucumbers in Cuba. However, imports from Cuba in 1959-60 were almost double those of the previous season, largely due to the weather damage to U. S. crops which caused relatively high prices in the U. S. markets. Current reports indicate that practically all of the vegetables in Cuba will be grown by INRA (National Institute of Agrarian Reform) during the 1960-61 season. The production will be managed by so-called "co-operatives." There have been no announcements of the planned acreage for the 1960-61 season.

Winter Vegetables: Imports into the United States by months,
from Cuba and Mexico, 1959-60

Commodity and : 1959 : 1960 : Total 6 months								
Country of Origin:Nov.: Dec. : Jan. : Feb. : Mar. : Apr. : 1959-60 :1958-59								
	1,000 cwt.							
<u>Peppers</u>								
Cuba	--	--	.7	.6	2.1	.5	3.9	7.0
Mexico	3.2	29.2	43.8	50.4	35.5	22.9	185.0	159.6
<u>Eggplant</u>								
Cuba	--	.8	4.4	7.6	9.6	4.2	26.6	18.5
Mexico	1.1	3.3	4.4	5.7	4.3	1.5	20.3	15.8
<u>Tomatoes</u>								
Cuba	--	1.0	43.8	160.3	191.1	66.9	463.1	203.8
Mexico	52.3	262.1	438.7	542.1	539.2	386.6	2,221.0	2,039.7
Bahamas	--	.2	5.8	25.6	22.2	26.8	80.6	--
<u>Cucumbers</u>								
Cuba	--	18.8	147.6	193.1	77.2	22.6	459.3	296.0
Mexico	3.4	25.2	15.3	8.9	10.4	15.3	78.5	38.4
Bahamas	--	3.9	20.8	20.0	20.1	18.3	83.1	--
<u>Cantaloups</u>								
Cuba	--	--	--	--	--	--	--	1.6
Mexico	--	--	5.1	23.3	111.9	136.3	276.6	274.6
<u>Watermelons</u>								
Cuba	--	--	--	.1	1.4	1.1	2.6	2.2
Mexico	--	.1	1.6	8.8	107.5	96.8	214.8	247.5

Compiled from records of the Bureau of the Census.

VI. PROCESSED VEGETABLES

During the winter of 1960 supplies of most canned vegetables were below a year earlier but still plentiful. Canned sweet corn was the only major vegetable in heavier supply. Frozen vegetable stocks generally were equal to or slightly larger than in 1959. The extensive damage to fresh vegetables, particularly in Florida, sharply increased consumers' demands for the processed commodities and disappearance was maintained at a record-high rate during the winter season. The high rate of movement continued through most

of the spring months as adverse weather delayed the harvest of many fresh items. As a result, the carryover into the 1960 packing season was moderate.

Preliminary acreage and production data indicate processors are planning for a total canned pack about the same as in 1959. Packs of snap beans, lima beans, carrots, tomatoes and tomato products may equal or exceed 1959. However, sweet corn may be down moderately and green peas substantially. Indicated packs, plus carryovers, should result in a canned supply for 1960-61 smaller than during the previous season. Larger packs appear likely for all frozen vegetables. However, much of the increase should be offset by reduced carryovers; supplies for 1960-61 may be only slightly larger than in 1959-60. Although processed vegetables in total are expected to be in moderate supply in 1961, they will still be ample. Competition between fresh and processed for the consumer's dollar will continue strong.

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN
VEGETABLES, WINTER SEASON 1958-59-60

Commodity	Total Supply January 1			Disappearance Jan. 1 - Mar. 31		
	1958	1959	1960	1958	1959	1960

(million cases basis 24/303's)

Canned Vegetables 1/

Lima Beans	2/ 3.2	2/ 2.7	2/ 2.5	3/ .9	3/ .8	3/ .8
Snap Beans	23.6	23.9	21.6	9.2	8.9	9.5
Beets	9.4	8.7	7.6	3/ 2.4	3/ 2.1	3/ 2.1
Carrots	2.9	3.3	2.7	3/ .4	3/ .7	3/ .9
Corn, Sweet	31.8	26.0	29.5	11.3	10.4	12.0
Peas, Green	28.0	29.6	24.6	9.1	9.5	9.5
Spinach	2/ 4.8	2/ 3.4	2/ 3.4	4/ 1.9	4/ 1.3	4/ 1.9
Tomatoes	18.3	24.7	21.2	8.0	7.8	8.5

Frozen Vegetables

Million Pounds

Lima Beans	109.2	103.3	87.0	33.2	29.8	34.5
Snap Beans	86.0	94.8	93.8	40.7	37.3	46.8
Corn, Sweet	92.4	80.9	81.8	36.5	31.4	36.7
Peas, Green	234.9	192.6	203.7	85.5	77.9	87.6
Spinach	39.7	34.0	39.6	4/14.9	4/14.5	4/11.5

1/ Total supply includes canners' and distributors' stocks.

2/ Estimate

3/ Interpolation

4/ January 1 to March 1

National Canners Association, Census Bureau, Department of Commerce, and
"Cold Storage Report", AMS, USDA

Winter Vegetables: 1961 Planted Acreage Guides With Comparisons

Commodity	Planted Acreage				Percent Acreage Guide is of			
	1961 Guide	1960 Prel.	1959 Prel.	Average	1949-53 Average	1954-58 Average	1960 Prel.	1954-58 : Average : Average
				acres			percent	
Beans, Snap	20,600	20,600	19,700	24,180	32,060	100	105	85
Beets	2,200	2,500	2,000	2,880	4,800	88	110	76
Broccoli	3,200	3,200	3,250	3,862	8,580	100	98	83
Cabbage	39,400	49,200	44,800	39,120	47,180	80	88	101
Carrots	30,200	37,100	29,600	34,080	41,290	81	102	89
Cauliflower	3,240	2,950	3,350	6,172	3,750	110	97	52
Celery	11,300	11,900	13,850	10,420	9,938	95	82	108
Corn, Sweet	10,800	7,200	9,400	11,560	4,680	150	115	93
Cucumbers	2,500	2,300	1,900	2,925	2,520	109	132	85
Escarole	6,600	7,000	7,500	5,800	4,500	94	88	114
Kale	2,200	2,000	2,500	2,620	2,920	110	88	84
Lettuce	61,500	68,400	63,200	68,040	64,020	90	97	90
Peppers, Green	6,000	5,700	6,900	5,480	3,860	105	87	109
Shallots	1,300	1,400	1,800	3,620	3,300	93	72	36
Spinach	13,600	13,050	14,650	14,390	32,840	104	93	95
Tomatoes	17,700	11,800	16,600	20,580	14,180	150	107	86
Total	232,340	246,300	241,000	255,729	280,418	94	96	91
								83

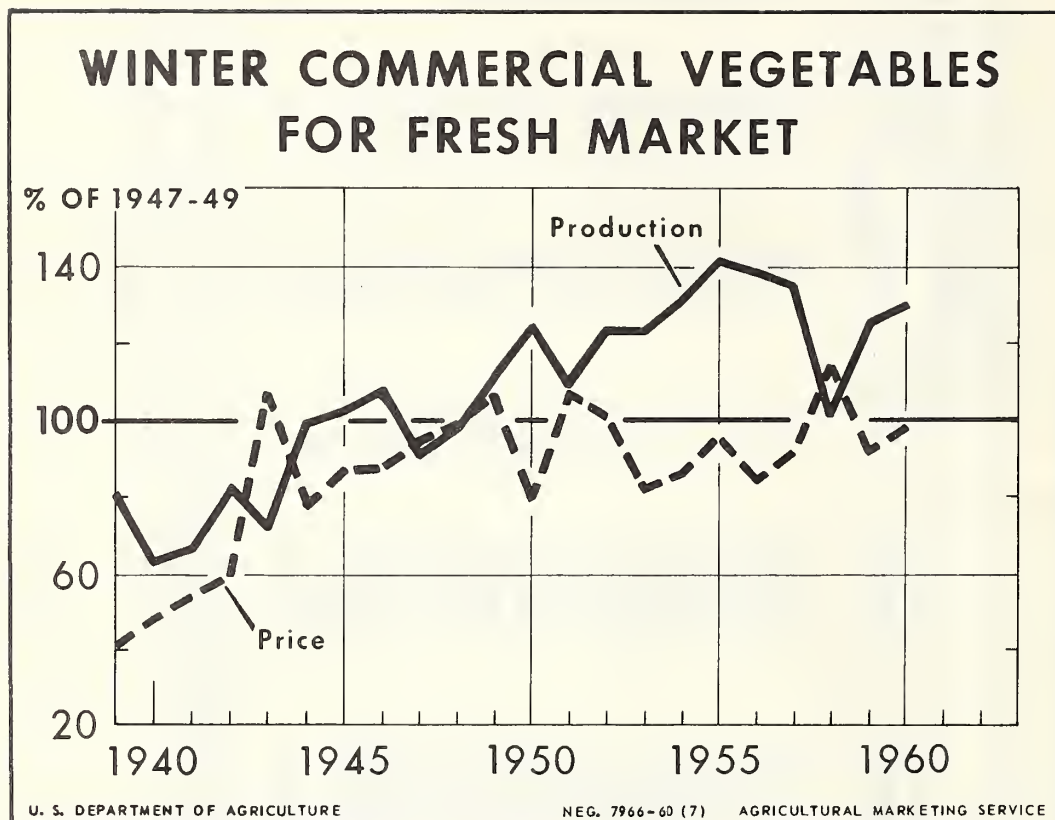
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Winter Vegetables: 1961 Production With Comparisons

Commodity	: : : : : : : : : : :									
	Production 2/					: : : : : Probable Production from				
	1961 1/	1960	1959	1954-58	1949-53	1960	1954-58	1949-53	Acreage Guide as Percent of	
	Guide	Prel.	tons	Average	Average	Prel.	1959	Average	percent	
Beans, Snap	33,150	22,950	25,900	32,550	43,700	144	128	102	76	
Beets	8,800	11,900	8,000	11,450	15,600	74	110	77	56	
Broccoli	7,850	9,300	7,600	8,750	17,900	84	103	90	44	
Cabbage	304,500	388,850	295,000	303,600	342,000	78	103	100	89	
Carrots	223,500	278,100	222,400	236,200	254,050	80	100	95	88	
Cauliflower	15,050	13,350	9,100	28,400	17,700	113	165	53	85	
Celery	244,100	256,050	279,050	232,100	201,600	95	87	105	121	
Corn, Sweet	26,800	8,800	19,200	28,150	13,000	305	140	95	206	
Cucumbers	7,000	4,200	2,250	7,900	6,600	167	311	89	106	
Escarole	34,350	35,650	38,400	30,850	24,650	96	89	111	139	
Kale	7,500	7,500	8,750	8,950	10,850	100	86	84	69	
Lettuce	433,250	509,150	434,500	458,350	400,250	85	100	95	108	
Peppers, Green	25,400	19,900	22,100	21,450	18,650	128	115	118	136	
Shallots	1,600	1,450	1,800	4,500	4,300	110	89	36	37	
Spinach	34,950	35,450	36,200	33,800	40,900	99	97	103	85	
Tomatoes	101,750	79,000	92,600	100,550	70,750	129	110	101	144	
Total	1,509,550	1,681,600	1,502,850	1,547,550	1,482,500	90	100	98	102	

1/ Computed: Acreage guides for 1961 winter vegetables times average yield.

2/ Includes some quantities not marketed (See individual statements for particulars).



The total production of fresh vegetables in the winter of 1960 was 4 percent larger than in 1959 and about 30 percent above the 1947-49 average production. Larger crops of beets, cabbage, carrots and lettuce accounted for practically all of the increase over 1959. Supplies of many tender vegetables, such as snap beans, sweet corn, cucumbers and tomatoes were materially smaller than a year earlier reflecting the extensive weather damage in Florida. Prices received by growers in the aggregate averaged 6 percent higher than in 1959 but 2 percent below the 1947-49 average. Season average prices were generally favorable for most commodities. But considerable marketing problems developed for beets, carrots, shallots and lettuce.

1961 Acreage-Marketing Guides
Winter Vegetables

Snap Beans

(Florida)

Year	Acreage		Yield		Price		Value
	:Planted:	:For Harvest:	:Per Acre	:Production:	:(\$ per	:(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and
Probable Production

(planted acreage equal
to 1960)

20,600

1/ 35

663

Background Statistics

1960 Prel.	20,600	16,400	28	459	11.70	5,370
1959	19,700	18,500	28	518	10.90	5,646
1954-58 Average	24,180	19,620	31	2/ 651	11.60	6,465
1949-53 "	32,060	29,620	30	2/ 874	9.60	8,168

1/ 1953-57 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 95 in 1951, and 37 in 1955.

Comparisons and Comments: The gradual decline in the acreage of winter snap beans was halted, at least temporarily, in 1960. Plantings were slightly larger than in 1959 but 15 percent less than the 1954-58 average. Production was considerably less than expected because of unusually adverse weather. The crop for early winter harvest was damaged by heavy fall rains and by low temperatures. A series of frosts and a heavy freeze in principal producing areas during the third week of January interrupted harvesting and caused extensive losses. With above normal abandonment and below average yield, production was 11 percent less than in 1959, and 29 percent below the 1954-58 average. Weekly shipments during the winter were much less than normal. With the exception of a brief period in mid-January, prices for good quality were at very high levels. Many offerings in 1960, however, were of poor quality. Processed snap beans were in ample supply and disappearance was enhanced by the lack of fresh beans in adequate volume. Acreage increases indicate that supplies of canned and frozen beans are likely to be at least as large in 1961 as in 1960. With reasonably favorable weather, a 1961 acreage equal to 1960 should provide sufficient supplies of fresh beans.

1961 Guide: The 1961 guide is a planted acreage equal to 1960. Such an acreage with a normal abandonment of 8 percent and a 1953-57 average yield will result in a production 44 percent more than in 1960 and 2 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides
Winter Vegetables

Beets

(Texas)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage 10 percent less than in 1960) 2,200

1/ 80

176

Background Statistics

1960 Prel.	2,500	2,500	95	238	1.20	286
1959	2,000	2,000	80	160	1.05	168
1954-58 Average	2,880	2,880	80	2/ 229	1.65	364
1949-53 "	4,800	4,520	71	2/ 312	1.52	429

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 37 in 1950, 50 in 1953, 32 in 1954 and 16 in 1955.

Comparisons and Comments: The long term decline in the acreage of winter season beets has reached a temporary plateau, with plantings ranging between 2,000 and 2,500 acres. Weather during the planting season is a major factor determining the final level of acreage. Conditions were favorable in 1960 and acreage was up 25 percent over 1959. Weather continued to favor the crop during the growing period. Yields were very high and production was 49 percent above 1959. The relatively large crop resulted in depressed markets during most of the season. The season average price was above the extremely low level of 1959 when harvests were bunched, but was below the 1954-58 average. Market outlets for fresh beets have contracted steadily over the past decade, principally because of shift in consumer's demands to the canned product. Supplies of canned beets have been heavy in recent years and preliminary data indicate an abundant supply will be available again in 1961. In general, the fresh market potential currently appears to be approximately 175 thousand hundredweight. Ample supplies would be obtained in 1961, assuming average yields, from an acreage moderately smaller than in 1960.

1961 Guide: The 1961 guide is a planted acreage 10 percent less than in 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 26 percent less than in 1960.

1961 Acreage-Marketing Guides
Winter Vegetables

Broccoli

(Arizona, South Carolina and Texas)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage equal to 1960)

3,200 1/ 49 157

Background Statistics

1960 Prel.	3,200	3,200	58	186	10.05	1,870
1959	3,250	3,250	47	152	9.05	1,376
1954-58 Average	3,862	3,722	47	175	9.13	1,579
1949-53 "	8,580	8,470	42	358	9.65	3,422

1/ 1956-59 average yield.

Comparisons and Comments: Total acreage of winter broccoli has been relatively stable for the past three years. Moderate increases in Texas in 1959 and 1960 about offset declines in Arizona and South Carolina. The 1960 crops in these states developed well with generally favorable weather. Yields were above average in Texas and Arizona. Less acreage in South Carolina also contributed to a higher group average yield. Quality was good. Production in Texas was two-fifths more than in 1959. Production was down from 1959 in Arizona. In 1960, the market for fresh broccoli was strong. Competing fresh market supplies from California were relatively light in January and moderate in February. The seasonal increase in early spring market volume was delayed until late March. Movement of California supplies to freezers was active throughout the season. Market prices for winter production were fairly high the last half of January. Prices dropped to moderate levels in early February but improved for late winter season marketings, primarily from Texas, in early March. In 1961, growers probably will encounter strong competition from large frozen supplies. Also, a normal harvest season in California will furnish a larger supply for fresh market.

1961 Guide: The 1961 guide is a planted acreage equal to that in 1960. Such an acreage with a 1956-59 average yield will result in a production 16 percent less than in 1960 and 10 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides
Winter Vegetables

Cabbage

(Arizona, California, Florida and Texas)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage 20 percent less than in 1960)	39,400	1/ 161	6,090
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Background Statistics

1960 Prel.	49,200	47,700	163	2/ 7,777	1.93	14,396
1959	44,800	40,500	146	2/ 5,900	2.01	11,326
1954-58 Average	39,120	37,580	161	2/ 6,072	2.01	11,525
1949-53 "	47,180	43,200	159	2/ 6,840	2.10	11,760

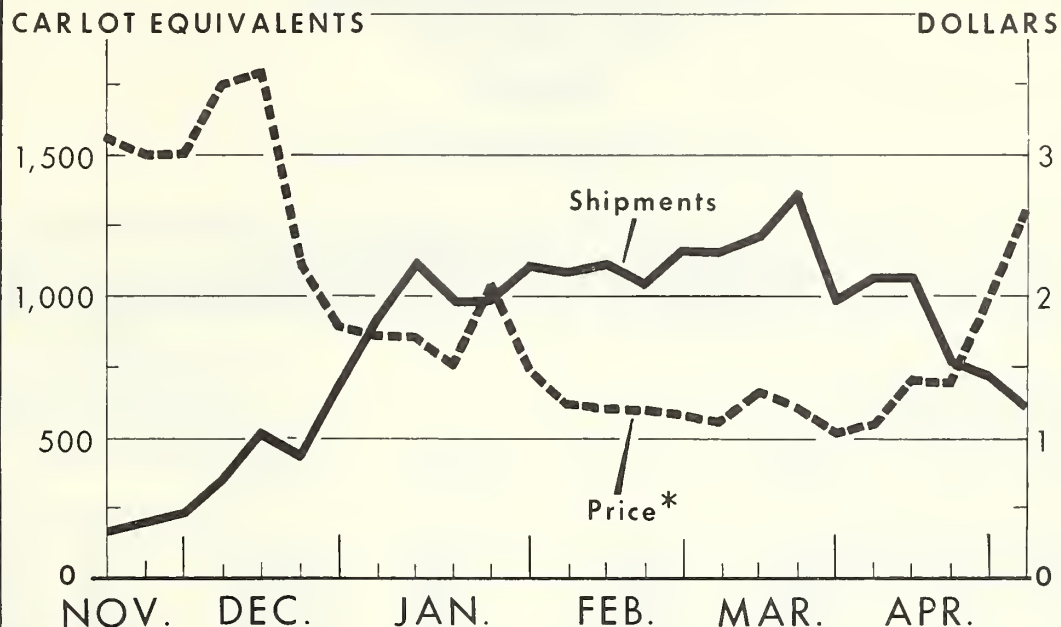
1/ 1954-58 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 1,037 in 1949, 1,912 in 1950, 1,014 in 1951, 274 in 1952, 2,270 in 1953, 1,257 in 1954, 152 in 1955, 268 in 1956, 273 in 1959 and 318 in 1960.

Comparisons and Comments: Production in 1960 was the largest since 1948 and was 32 percent larger than in 1959. Expanded acreages in Florida, Texas and California accounted for most of the increase. The Florida and Texas crops recovered well from mid-winter freezes. However, crops in the western states were more severely damaged by cold, wet weather and yields were reduced materially. The marketing season began with prices at high levels as abnormally light fall supplies offered little competition. A price decline began in January but was interrupted by the influence of bad weather at the end of the month. The decline resumed quickly as damage turned out to be minor and continued to a seasonal low in early April. Toward the close of the season, prices recovered to fairly high levels as the following early spring crop came on considerably later than normal. Had weather been of less concern and crop overlap with competing seasons been normal, prices would have been less favorable in 1960. In anticipation of more normal marketing conditions in 1961, growers should plan a substantial cutback in acreage.

1961 Guide: The 1961 guide is a planted acreage 20 percent less than in 1960. Such an acreage with a normal abandonment of 4 percent and a 1954-58 average yield will result in a production 22 percent below 1960 but 3 percent larger than the 1955-59 average.

CABBAGE: 1960 WINTER CROP SHIPMENTS AND PRICES

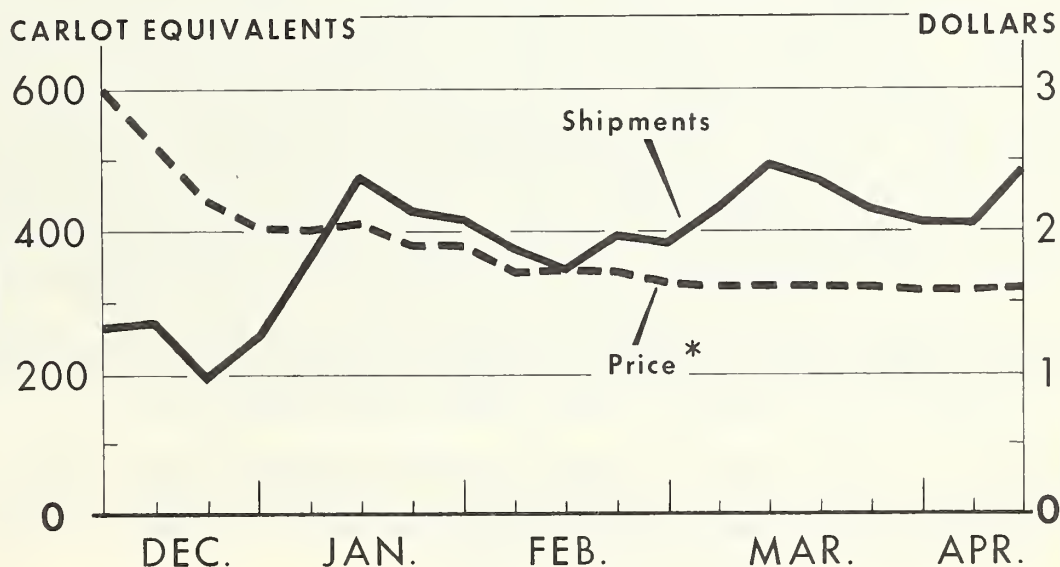


*DOLLARS PER 1½ BU. CRATE FLORIDA SHIPPING POINTS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7963-60 (7) AGRICULTURAL MARKETING SERVICE

CARROTS: WEEKLY U. S. SHIPMENTS AND PRICES, 1959-60 SEASON



* 48-1 LB. FILM BAGS, PAPER MASTER. F. O. B. TEXAS LOWER VALLEY.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7908-60 (5) AGRICULTURAL MARKETING SERVICE

1961 Acreage-Marketing Guides
Winter Vegetables

Carrots

(Arizona, California and Texas)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre :	: : Production:	: Price : (\$ per (\$1,000	: Value cwt.)
	(acres)	(cwt.)	(1,000 cwt.)		

1961 Acreage Guide and
Probable Production
(see 1961 guide
below)

30,200 1/ 152 4,470

Background Statistics

1960 Prel.	37,100	33,600	166	2/ 5,562	1.26	5,999
1959	29,600	28,600	156	4,448	3.03	13,471
1954-58 Average	34,080	33,480	144	2/ 4,724	2.56	11,999
1949-53 "	41,290	41,050	126	2/ 5,081	2.85	14,016

1/ 1955-59 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 378 in 1949, 231 in 1951, 56 in 1953, 56 in 1954, 116 in 1955 and 807 in 1960.

Comparisons and Comments: Supplies of carrots for fresh market were excessive during most of the 1960 winter season. Except for a few weeks of moderate prices in mid-December, prices were at extremely low levels. Significant quantities in California and Texas were not marketed because of the unfavorable market. The distress situation resulted primarily from large acreage increases in Texas and California. Texas growers expanded their plantings a third over 1959 and the acreage in California was up 14 percent. Arizona acreage was down sharply. Growing conditions were favorable in all areas and yields were high. The large acreage and high yields resulted in a record large crop - about 25 percent above 1959. For the past few years, shipping point prices for carrots have held at low levels. There have been occasional brief periods when inclement weather halted field activity and bolstered the market, but most of the time potential supplies have exceeded market outlets. For the 1961 winter season a supply much smaller than in 1960 would be adequate to satisfy requirements. Substantial acreage adjustments need to be made in Texas and California to achieve a more stable market situation.

1961 Guide: The 1961 guide is a planted acreage 20 percent below 1960 in Texas, 15 percent less in California and equal to 1960 in Arizona. Such acreages, with normal abandonment and 1955-59 average yields by states, would result in a production 20 percent below 1960.

1961 Acreage-Marketing Guides
Winter Vegetables

Cauliflower

(Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and

Probable Production

(planted acreage 10 percent
more than in 1960) 3,240

1/ 93

301

Background Statistics

1960 Prel	2,950	2,950	91	267	5.93	1,582
1959	3,350	2,400	76	182	5.08	924
1954-58 Average	6,172	6,062	93	568	4.56	2,541
1949-53 "	3,750	3,600	98	354	4.87	1,722

1/ 1954-58 average yield.

Comparisons and Comments: Total plantings for 1960 winter harvest were slightly less than in 1959 and much less than in the 1954-58 period. However, weather conditions were generally favorable for producing and marketing the 1960 crop. The Texas crop overcame most of the damage caused by low temperatures in November. In Florida, a high average yield of good quality was obtained. With a larger acreage for harvest in Texas and a higher average yield, winter production was nearly double that in 1959 but only about half the 1954-58 average. This moderate production was marketed at favorable prices. Through January, movement from California was relatively light. Prices were high when volume from Texas reached peak proportions in early January and prices held about steady the remainder of the month as harvesting in California was delayed. Late marketings from Texas in late February sold at slightly lower prices. Most of the Florida production moved to markets within the state. A larger volume of competing fresh and frozen supplies will probably be available in 1961. Fresh market supplies from California are apt to be available in greater volume in 1961.

1961 Guide: The 1961 guide is a planted acreage 10 percent more than in 1960. Such an acreage and a 1954-58 average yield would result in a production 13 percent more than in 1960 but 47 percent less than the 1954-58 average.

1961 Acreage-Marketing Guides
Winter Vegetables

Celery

(Arizona, California and Florida)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1960)	11,300	1/ 440	4,882
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Background Statistics

1960 Prel.	11,900	11,650	440	5,121	3.27	16,740
1959	13,850	13,450	415	2/ 5,581	2.59	13,207
1954-58 Average	10,420	10,220	456	2/ 4,642	3.92	18,174
1949-53 "	9,938	9,824	409	2/ 4,032	3.96	15,277

1/ 1956-60 average yield by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 79 in 1950, 91 in 1951, 54 in 1952, 53 in 1953, 43 in 1954 and 491 in 1959.

Comparisons and Comments: Growers in Arizona and Florida cut acreage sharply in 1960, following adverse market conditions in the 1959 season. The smaller acreage in Florida was partly offset by much higher yields as compared to a year earlier. Extremes in weather in Arizona and California reduced yields and affected quality. Mid-winter cold temperatures slowed harvest in all three states. Production was 8 percent less than the surplus level of 1959. Slightly more than half of the production originated in Florida. Overlap with late fall supplies from California was less than usual. Prices held within a relatively narrow range throughout most of the season. Prices firmed in December when harvest in the western states was slowed by rains and also in mid-winter when cold temperatures threatened the crop. Exports of celery in recent years have accounted for a significant percentage of winter production. Market needs for celery in the winter of 1960-61 are not expected to vary materially from the level of last winter.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage, with normal abandonment in Florida and 1956-60 average yields by states, will result in a production 5 percent less than in 1960, 13 percent less than in 1959, but 5 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides
Winter Vegetables

Sweet Corn

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: Price	: Value
	(acres)	(cwt.)		(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage 50 percent more than in 1960) 10,800

1/ 62

536

Background Statistics

1960 Prel.	7,200	3,200	55	176	7.20	1,267
1959	9,400	8,000	48	384	6.00	2,304
1954-58 Average	11,560	7,780	69	563	5.72	2,959
1949-53 "	4,680	4,040	64	260	6.62	1,536

1/ 1955-59 average yield.

Comparisons and Comments: Freezing temperatures in late January and mid-February destroyed or damaged more than half of the 1960 acreage in south Florida. Most of the loss was concentrated in the Everglades area. Low temperatures on the lower East Coast resulted mainly in leaf burn. The small acreage at Fort Myers escaped damage. Some acreages in Dade County were replanted following the January freeze. This acreage was harvested in the early spring. Cold temperatures also caused a severe loss in production in 1958. The small 1960 production resulted in light shipments throughout the winter. Volume in most weeks did not exceed 50 carlot equivalents. Prices, which had been at relatively low levels during the fall because of excessive supplies, increased sharply during December and held at relatively high levels through May 1960. Shipping point prices for five dozen ears of yellow ranged from \$3.00 to \$4.00. Supplies of processed sweet corn next winter are expected to be adequate to meet all usual market needs. Winter crop producers should be able to market a fresh supply substantially larger than that produced in 1960.

1961 Guide: The 1961 guide is a planted acreage 50 percent more than in 1960. Such an acreage, with an abandonment of 20 percent and a 1955-59 average yield, would result in a production about three times as much as in 1960 but slightly less than the 1954-58 average.

1961 Acreage-Marketing Guides
Winter Vegetables

Cucumbers

(Florida)

Year	: Acreage :		Yield :	:	:	:
	:Planted:	For Harvest:	Per Acre :	Production:	Price :	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1961 Acreage Guide and Probable Production</u>						
(planted acreage 10 percent more than in 1960)	2,500		1/ 70	140		
<u>Background Statistics</u>						
1960 Prel.	2,300	1,300	65	84	11.60	974
1959	1,900	900	50	45	15.00	675
1954-57 Average	2,925	2,200	70	158	9.41	1,477
1949-53 "	2,520	1,660	75	132	11.14	1,212
1/ 1954-57 average yield.						

Comparisons and Comments: Plantings for 1960 winter harvest were moderately larger than in 1959 but well below average. Domestic growers experienced extensive crop losses for the third consecutive season. Most of the damage resulted from an extended period of low temperatures and a heavy freeze in late January. Almost all of the Dade County acreage and most of it in Ft. Myers was destroyed. In Pompano, the principal effect of the unfavorable weather was a reduction in yields and quality. Although the acreage harvested and the production in 1960 were larger than in 1959, both were considerably less than the corresponding 1954-58 averages. The light volume of domestic production resulted in high price levels during most of the season. The favorable market situation attracted a substantial increase in imports compared with a year earlier. Shipments from Cuba were about double the low volume in 1959. Prices were at moderate levels for a brief period in mid-January when import volume was heaviest. Thereafter, prices increased steadily until late March for the limited offerings available. Some additional supplies were imported from the Bahama Islands in 1960. Since imports in 1961 are not expected to exceed those in 1960, the production from a slightly larger acreage in Florida probably would be profitable to growers.

1961 Guide: The 1961 guide is a planted acreage 10 percent more than in 1960. Such an acreage with a normal abandonment of about 20 percent and a 1954-57 average yield would result in a production two-thirds more than in 1960 but 11 percent less than the 1954-57 average.

1961 Acreage-Marketing Guides
Winter Vegetables

Escarole

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: (\$ per cwt.)	: (\$1,000)
	(acres)	(cwt.)	(1,000 cwt.)		
<u>1961 Acreage Guide and Probable Production</u>					
(planted acreage 5 percent less than 1960)	6,600	1/ 121	687		
<u>Background Statistics</u>					
1960 Prel.	7,000	6,200	115	2/ 713	5.10 3,228
1959	7,500	6,400	120	2/ 768	4.05 2,709
1954-58 Average	5,800	5,020	124	2/ 617	4.77 2,820
1949-53 "	4,500	4,020	122	2/ 493	4.88 2,107

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 14 in 1949, 75 in 1950, 161 in 1951, 48 in 1952, 104 in 1954, 21 in 1955, 12 in 1956, 99 in 1959 and 80 in 1960.

Comparisons and Comments: The long-time upward trend in planted acreage was temporarily halted in 1960 as growers were influenced by the unfavorable 1959 season. The smaller planted acreage and below average yields were partially offset by below average acreage abandonment, resulting in a production 7 percent below the record supply available in 1959. Light shipments commenced after mid-October, with fairly active harvest the first part of November. Potential early supplies were reduced by rains and hot weather, and high prices prevailed until shipments became heavy in late December. Thereafter, prices ranged from moderate to low levels, with some economic abandonment occurring in late March and early April. Periodic adverse weather throughout the growing season caused considerable irregularity in both yields and quality. Although the demand for escarole has expanded steadily in recent years, over-optimism on the part of growers has resulted in production increasing at a more rapid rate than demanded by market outlets. A 1961 production slightly smaller than in 1960 should provide ample supplies.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than 1960. Such an acreage, with an abandonment of 14 percent and a 1955-59 average yield, will result in a production 4 percent less than in 1960.

1961 Acreage-Marketing Guides
Winter Vegetables

Kale

(Virginia)

Year	: Acreage	: Yield	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1961 Acreage Guide and Probable Production

(planted acreage 10 percent more than in 1960) 2,200 1/ 68 150

Background Statistics

1960 Prel.	2,000	2,000	75	150	5.80	870
1959	2,500	2,500	70	175	4.00	700
1954-58 Average	2,620	2,620	68	2/ 179	4.23	745
1949-53 "	2,920	2,900	75	2/ 217	3.68	766

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953 and 9 in 1954.

Comparisons and Comments: The downward trend in acreage and production continued in 1960. Acreage was a fifth smaller than 1959. Production was down 14 percent, as the reduced acreage was partly offset by above average yields. This was the smallest production since 1942. Growing conditions were generally favorable through mid-January. Light shipments originated in the important Norfolk area in late September, building up to volume movement around mid-November. Movement was near peak levels by the end of December. Cold weather in late January and early February slowed growth and shipments were light. A warm period during mid-February stimulated growth and a considerable volume of good quality kale moved the last week in February. Prices were maintained at moderate to high levels throughout most of the season, reflecting the below normal supplies. Growers should be able to readily market a 1961 crop the size of 1960.

1961 Guide: The 1961 guide is a planted acreage 10 percent larger than 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production equal to 1960.

1961 Acreage-Marketing Guides
Winter Vegetables

Lettuce

(Florida, Texas, Arizona and California)

Year	: Acreage : :Planted:For Harvest: (acres)	Yield : Per Acre : (cwt.)	: : :Production: Price : (1,000 cwt.)(\$ per (\$1,000 cwt.)
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1961 Acreage Guide and
Probable Production
(see 1961 guide below)

61,500 1/ 141 8,665

Background Statistics

1960 Prel.	68,400	68,000	150	2/	10,183	5.30	47,749
1959	63,200	61,700	141	2/	8,690	4.11	32,501
1954-58 Average	68,040	66,840	137	2/	9,167	3.97	36,151
1949-53 "	64,020	60,460	134	2/	8,005	4.23	33,300

1/ 1955-59 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 598 in 1950, 61 in 1951, 208 in 1956, 781 in 1959 and 1,170 in 1960.

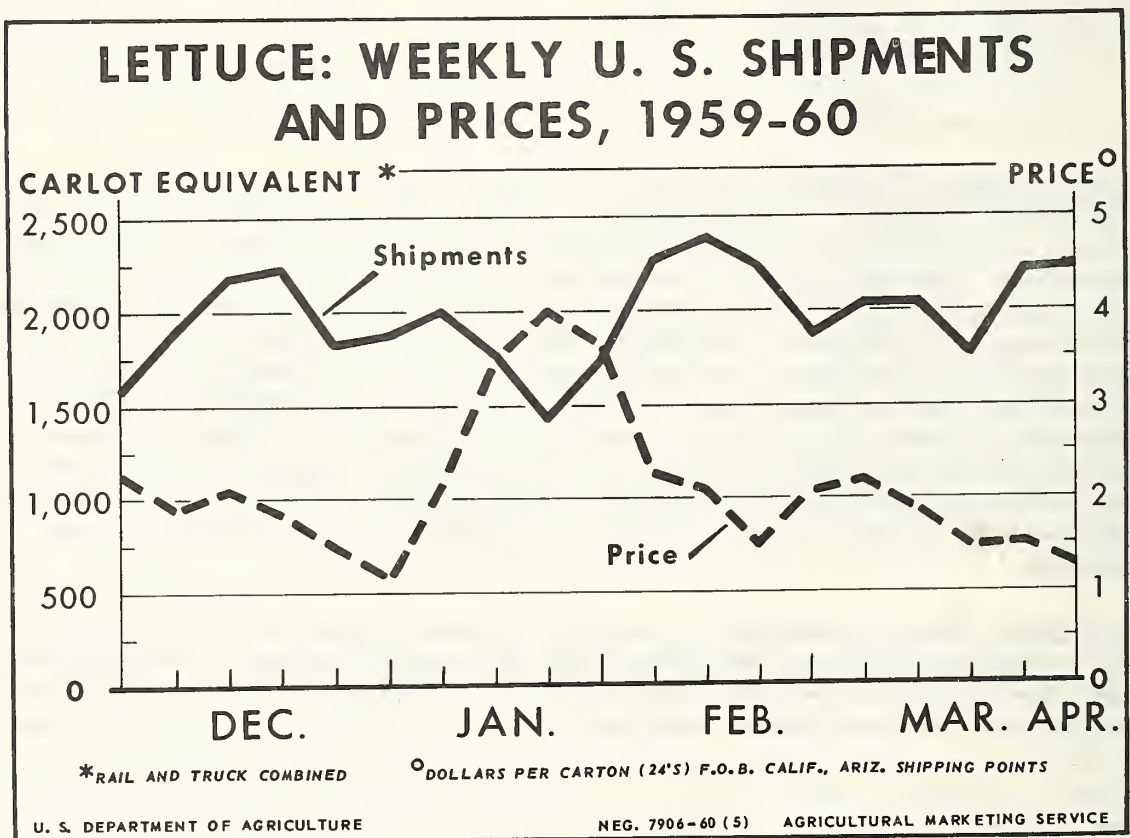
Comparisons and Comments: Almost every year growers plant too much acreage of lettuce for winter season harvest. The result is a persistent surplus problem. Although adverse weather occasionally causes temporary shortages most of the time supplies exceed market outlets and prices are depressed. The 1960 season was typical. Prices were moderate as the season began in late November. Shipments increased steadily during December and by late in the month prices were at distress levels. Then cool, wet weather and a series of frosts delayed crops in major areas. Prices improved rapidly and reached high levels during the last half of January. During the latter portion of the season, supplies were ample and prices ranged from moderate to low. Although the season average price was high, the price structure would have been unfavorable if all supplies available in California had been marketed.

The desert areas of California account for most of the continual over-production during the winter. California is the leading source of winter lettuce, furnishing about 70 percent of the supply. Acreage has expanded sharply in recent years and was record-high in 1960. In an effort to stabilize markets, in 1959 a State marketing order was adopted, under which regulations were issued concerning quantities that could be marketed. Similar regulations were issued during 1960. Because of large supplies available in California and competing areas, the percentage of the crop that could be cut was sharply limited at times. Sixteen percent of the total crop was not marketed.

Florida, Arizona and Texas compete with California for the winter market. Florida's crop is small, usually less than 3 percent of the total winter production. However, significant competition comes from the Yuma, Arizona and the Lower Valley and Winter Garden areas in south Texas. Acreage in Arizona has been relatively stable, averaging slightly over 11,000 acres. This area normally accounts for about 15 percent of the weekly U. S. shipments. Acreage in Texas varied widely during the past decade. Plantings reached a record of almost 21,000 acres in 1956 but dropped to a low of 5,000 acres in 1959 as growers encountered problems in producing a satisfactory crop. Development of new varieties led to a moderate expansion in 1960.

In planning 1961 acreages, particularly in the Southwest, careful consideration should be given to the fact that in 1960 weather was more severe than usual and periodically reduced supplies. Also, a large quantity of California lettuce was not marketed.

1961 Guide: The 1961 guide is a planted acreage 15 percent below 1960 in California and equal to 1960 in all other states. Such acreages, with normal abandonment and 1955-59 average yields by states, will result in a production 15 percent less than in 1960.



1961 Acreage-Marketing Guides
Winter Vegetables

Green Peppers

(Florida)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and Probable Production

(planted acreage 5 percent more than in 1960) 6,000

1/ 91

508

Background Statistics

1960 Prel.	5,700	5,300	75	398	17.20	6,846
1959	6,900	5,900	75	442	12.50	5,525
1954-58 Average	5,480	4,560	91	429	15.24	5,245
1949-53 "	3,860	3,560	107	373	10.36	3,752

1/ 1954-58 average yield.

Comparisons and Comments: Production of green peppers during the 1960 winter season was relatively small, reflecting reduced acreage and low yields. The planted acreage was considerably less than the large acreage in 1959 but 4 percent more than the 1954-58 average. Heavy fall rains were followed by a period of low temperatures which delayed crops in all south Florida producing areas. Frosts in late January resulted in some additional acreage loss in the Ft. Myers area. The principal effect, however was to delay crop growth generally and prevent any substantial improvement in yields. Market volume was unusually light in early January and prices were extremely high for the predominant small sizes and generally poor quality. Movement increased through mid-January but then was sharply curtailed by the general frosts. Prices declined somewhat in February as shipments increased but were still at a relatively high level for the moderate supplies that were available during the remainder of the season. A planted acreage slightly larger than in 1960 should provide adequate volume for the 1961 season.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such an acreage with a normal abandonment of about 7 percent and a 1954-58 average yield will result in a production 28 percent more than in 1960 and 18 percent more than the 1954-58 average.

1961 Acreage-Marketing Guides
Winter Vegetables

Shallots

(Louisiana)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : :Price : (\$ per cwt.)	: : :Value (\$1,000)
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1961 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than in 1960) 1,300

1/ 25 32

Background Statistics

1960 Prel.	1,400	1,300	22	29	5.60	162
1959	1,800	1,700	21	36	7.30	263
1954-58 Average	3,620	3,400	25	2/ 90	7.59	621
1949-53 "	3,300	3,300	26	86	8.67	743

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and
excluded in computing value: 18 in 1955 and 12 in 1956.

Comparisons and Comments: Limited market outlets and considerable production problems have led to a steady reduction in the acreage of winter season shallots. Plantings in 1960 were record low and only 39 percent of the 1954-58 average. This crop is highly susceptible to cool wet weather and almost every year growers have difficulty producing a quality product. In 1960, growing conditions were favorable through the first half of the season. But excessive rains during December and cold weather in February lowered quality and reduced yields sharply. The small acreage and low yields resulted in the crop being the smallest ever produced. Movement to market was light throughout the season. In spite of light supplies, prices to growers were very low, partially reflecting low quality. The season average price received by growers was the lowest of record. The market demand for shallots probably will continue at low levels in 1961. Supplies from an acreage smaller than in 1960 would provide ample supplies for indicated requirements.

1961 Guide: The 1961 guide is a planted acreage 5 percent less than in 1960. Such an acreage, with no abandonment and a 1955-59 average yield, will result in a production 10 percent more than in 1960.

1961 Acreage-Marketing Guides
Winter Vegetables

Spinach

(California, South Carolina and Texas)

Year	: Acreage :		Yield :		: Price : Value :	
	:Planted:	For Harvest:	Per Acre	:Production:	Price	Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1961 Acreage Guide and Probable Production (see 1961 guide below)	13,600		1/ 51	699		
<u>Background Statistics</u>						
1960 Prel.	13,050	13,050	54	709	7.94	5,632
1959	14,650	14,150	51	724	7.40	5,357
1954-58 Average	14,390	13,840	49	676	7.50	5,076
1949-53 "	32,840	23,096	37	2/ 818	6.57	5,310

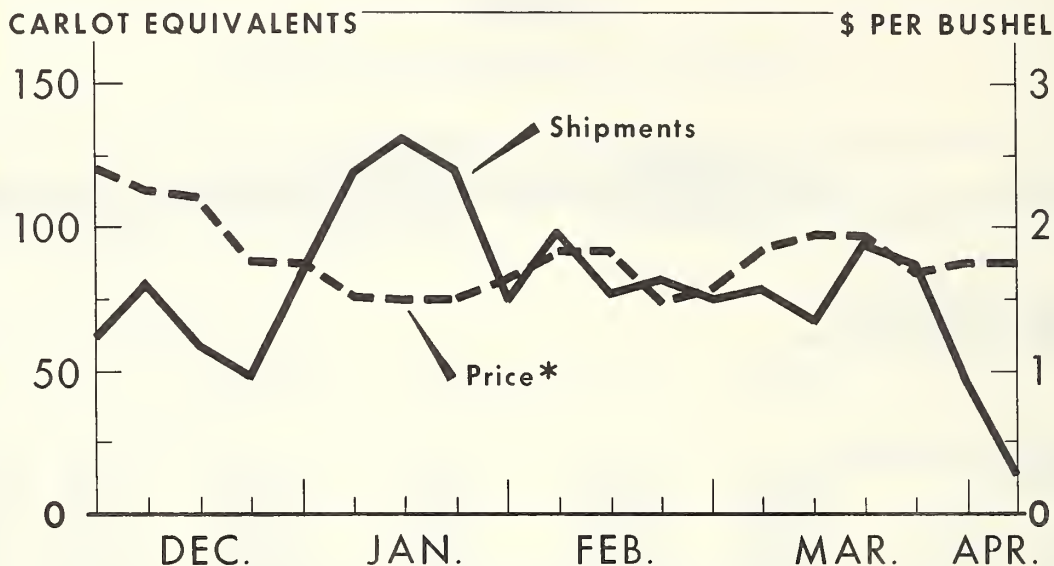
1/ 1956-59 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1952 and 9 in 1953.

Comparisons and Comments: Planted acreage of spinach for the 1960 winter season was about 11 percent below 1959. Most of the reduction occurred in Texas where heavy rains limited field activity at the peak of the planting season. The Texas crop, which usually accounts for 70 percent of the total winter production, progressed on schedule during the first part of the season with volume supplies available by late December. However, periodic cool wet weather during January and February caused some harvest delays. Prices were high as the season opened, declined to low levels in January as shipments peaked, then improved to moderate levels for the remainder of the season. Production in South Carolina continued to decline sharply; only very limited supplies were available in 1960. The California crop was below a year earlier, reflecting lower yields due to wet weather. Most of the crop was marketed locally at moderate prices. Frozen spinach supplies in 1960 were substantially above the low level of 1959. Stocks in 1961 are expected to be about equal to 1960. In most years, growers probably can market readily a crop of approximately 700 thousand hundredweight. A moderate acreage increase in Texas in 1961 should provide ample supplies.

1961 Guide: The 1961 guide is a planted acreage 5 percent above 1960 in Texas and equal to 1960 in all other states. Such an acreage, with no abandonment and 1956-59 average yields by states, will result in a production 1 percent below 1960.

SPINACH: WEEKLY SHIPMENTS AND PRICES, 1960 TEXAS WINTER CROP

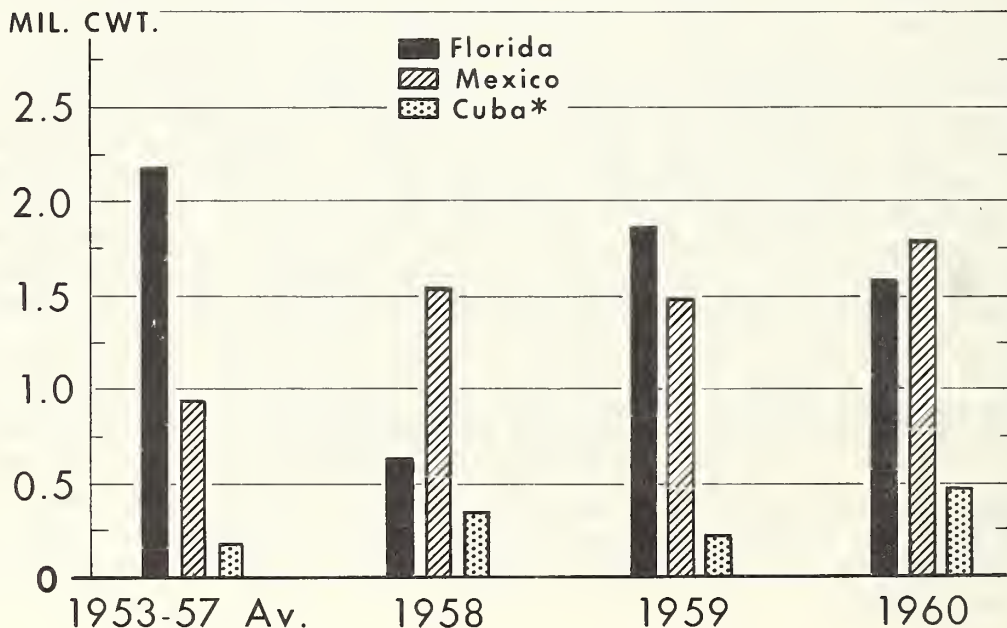


* DOLLARS PER BUSHEL, CUTLEAF.

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7907-60 (5) AGRICULTURAL MARKETING SERVICE

WINTER SEASON FRESH TOMATO SUPPLIES



* INCLUDES SMALL QUANTITIES FROM CARIBBEAN COUNTRIES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7962-60 (7) AGRICULTURAL MARKETING SERVICE

1961 Acreage-Marketing Guides
Winter Vegetables

Tomatoes

(Florida)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	cwt.)		

1961 Acreage Guide and
Probable Production
(planted acreage 50 percent
more than 1960) 17,700

1/ 121 2,035

Background Statistics

1960 Prel.	11,800	10,900	145	1,580	11.70	18,486
1959	16,600	16,100	115	1,852	8.80	16,298
1954-58 Average	20,580	17,960	110	2,011	9.67	18,388
1949-53 "	14,180	13,780	103	1,415	9.64	13,283

1/ 1953-57 average yield.

Comparisons and Comments: Adverse weather during planting season sharply limited acreage in 1960. Plantings were 29 percent less than 1959 and the smallest since the early 1940's. The reduced acreage more than offset the high yields per acre and production was 15 percent smaller than 1959. Spring-like weather the first three weeks of January aided the crop in partially overcoming effects of the earlier adverse weather. However, the weather changed abruptly in late January as a destructive cold wave swept the production area, incurring heavy losses. Mixed weather conditions with recurring cold spells occurred thereafter through the season, drastically affecting the normal pattern of growth and maturity. Shipments peaked in late March. The below normal supply of tomatoes was reflected in high returns to growers, as f.o.b. prices held at high levels throughout the season. Planted acreage on the West Coast of Mexico, primarily for export to the U. S., was increased sharply over 1959. However, heavy rains in mid-January caused extensive losses and their full potential never materialized. However, U. S. imports from Mexico totaled slightly more than during the 1959 winter season. Imports from Cuba also were up slightly in response to attractive prices.

1961 Guide: The 1961 guide is a planted acreage 50 percent more than 1960. Such an acreage, with a normal abandonment of 5 percent and a 1953-57 average yield, will result in a production 29 percent more than 1960 and 1 percent above the 1954-58 average.

1961 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	Acreage		Yield per	
	Planted	For Harvest	Planted Acre	Production
	(acres)		(cwt.)	(1,000 cwt.)

1961 Acreage Guide and
 Probable Production

(planted acreage 5 percent
 more than in 1960)

California	11,100	11,100	1/ 164	1,820
Florida	10,500	10,500	1/ 147	1,544
Total	21,600	21,600	156	3,364

Background Statistics - Total:

1960 Prel.	20,600	20,600	151	3,114
1959	26,800	26,300	149	4,005
1954-58 Average	34,020	32,760	152	5,184

California:

1960 Prel.	10,600	10,600	190	2,014
1959	14,300	14,300	150	2,145
1954-58 Average	17,380	17,380	164	2,842

Florida:

1960 Prel.	10,000	10,000	110	1,100
1959	12,500	12,000	149	1,860
1954-58 Average	16,640	15,380	147	2,342

1/ 1954-58 average.

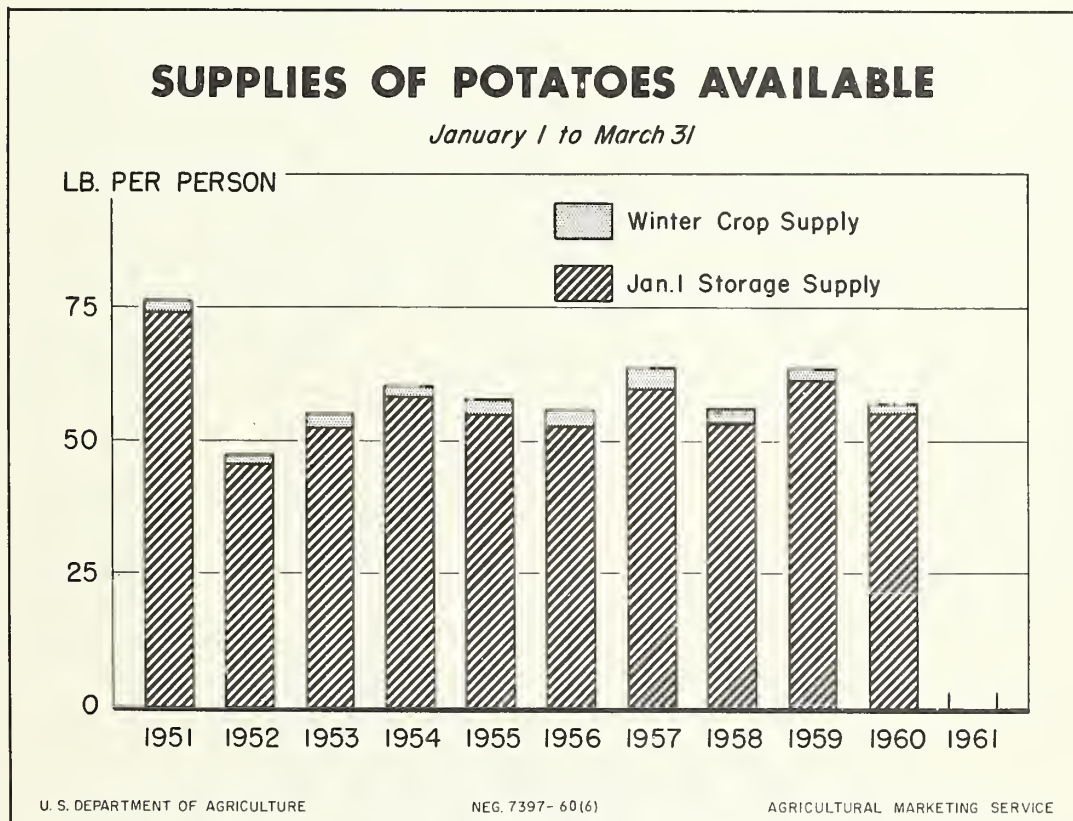
Comparisons and Comments: Acreages in California and Florida were reduced sharply in 1960. This was a continuation of the downward trend in aggregate acreage following the 1957 peak. The Florida crop was damaged in the fall months by heavy rains; some acreage was replanted and harvested in the early spring. Cold temperatures were recorded in January in both states and crop progress was checked. Yields per acre were below average in Florida. However, the yield in California was near record.

Aggregate production was the lowest since 1952. About two-thirds of the crop originated in California and a third in Florida. Shipments from south Florida commenced in late December and continued into May 1960. About half the acreage in Dade County was harvested after April 1. Weekly volume did not exceed 100 carlot equivalents; cumulative shipments were only a third of the level of a year earlier. California marketings extended from late fall into early spring. Most of the supply, as is usual, was shipped to intrastate markets.

Prices received by farmers trended upward as the marketing season advanced. Season average prices were the highest in recent years. Prices received were responsive not only to the below-average winter production but also to the generally moderate level of stocks in storage. Storage stocks averaged a tenth less than the surplus levels recorded in the winter of 1958-59.

Based on 1960 fall crop acreage indications, potato stocks in storage in the coming winter will exceed those recorded last winter. The 1960 acreage for fall harvest is now indicated to be 5 percent above 1959. Most of the increase in acreage is in fall crop states which usually obtain high yields per acre. Winter crop growers should plan for only a moderate increase in acreage and production in 1961. A moderate increase in winter production is recommended because there is a specific demand for new potatoes for table use during the winter months. Also, potato chippers can be expected to utilize some of the new crop supply.

1961 Guide: The 1961 guide is a planted acreage 5 percent more than in 1960. Such acreages, with 1954-58 average yields by states, will result in a production 8 percent more than in 1960.



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